

Advocacy:

Giving Voice and Taking Action

CLTA/CWLP Summer Seminar 2017

Toni Theisen 2017



Learner Targets

- I can understand the role of advocacy for World Languages.
- I can identify professional communities and organizations that will help inform me about the issues and the strategies.
- I can understand my responsibility for advocating for world languages.
- I can present a mini advocacy speech on an issue important for world languages.

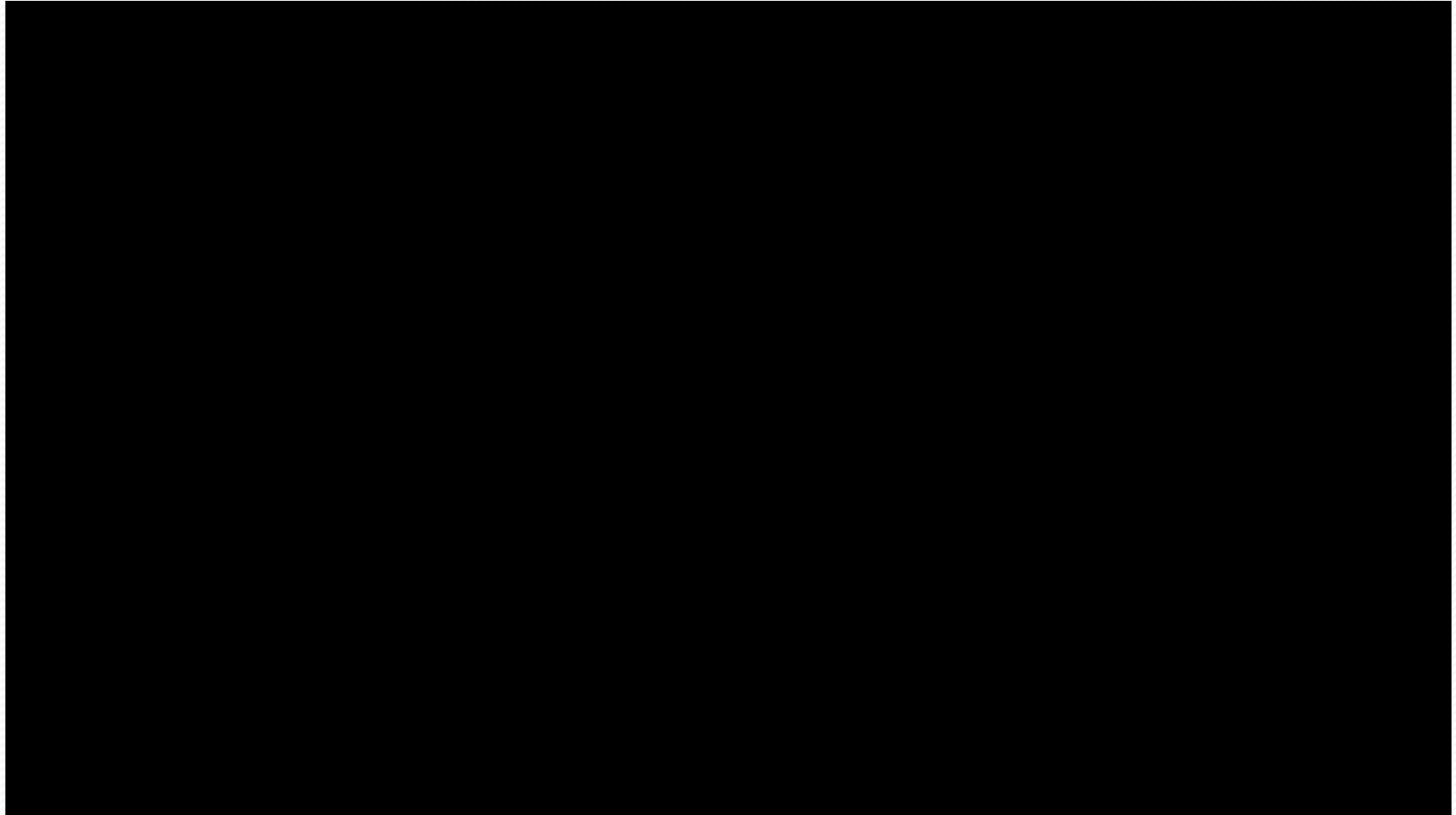
Professional Responsibility

- I support and advocate for effective language programs at all levels by promoting the benefits of language learning and cultural awareness and by providing accurate and applicable information to the public on this topic.

Advocacy: personal experience

- In pairs discuss your personal experience with advocacy for world languages.

Lead with Languages



Lead With Languages

ACTFL

**“Lead with Languages”
National Campaign**

<http://www.leadwithlanguages.org/>

Be informed

- National organizations
- Regional organizations
- State organizations
- District or school organizations, professional learning communities
- Parent or other school groups
- Community groups

STARTALK WIKI-ADVOCACY

Advocacy:

is about raising public awareness on the benefits of language learning at all levels. Goals include: maintaining existing language education programs, diversifying instruction to new languages, and reaching more high school, middle and elementary school students with foreign language instruction. In an ever changing global world the ability to communicate in more than one language is an essential skill of the 21st century.

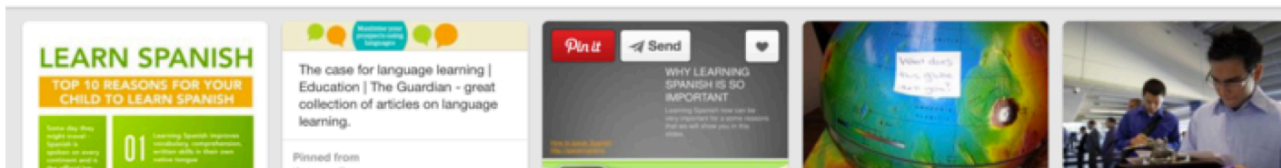
Organizations-Be a member, contribute, move to leadership positions

- [National, Regional and State Organizations](#)
- [ACTFL](#) American Council on the Teaching of Foreign Languages
- [ASCD](#)
- [JNCL-NCLIS](#) Joint National Committee for Languages and National Council for Languages and International Studies
- [STARTALK](#)
- [NADSFL](#) National Association of District Supervisors of Foreign Language

Resources: Take a moment to scan all the resources from connecting to a legislator, advocacy tips, building coalitions, etc.

What does research show about the benefits of language learning?: In this age of accountability in education, policymakers and administrators, as well as parents, are increasingly demanding to know what research studies show regarding the benefits of language learning.

World Language Advocacy ideas on Pinterest



language <http://starttalkleadership17.wikispaces.com/%2AAdvocacy>

National organizations

- ACTFL-American Council on the Teaching Council pf Foreign Languages
- JNCL-NCLIS-Joint National Committee for Languages and National Council for Languages and International Studies
- NADSFL-National Association of District Supervisors of Foreign Language
- STARTALK
- Language associations

ACTFL documents to guide you

- World Readiness Standards
- ACTFL Proficiency Guidelines
- ACTFL Performance Descriptions
- NCSSFL/ACTFL “Can-do” Statements
- ACTFL 21st Century Skills Map
- ACTFL Six Core Practices
- ACTFL Interculturality “Can-do” statements
- [http://starttalkleadership17.wikispaces.com/
%2AAdvocacy](http://starttalkleadership17.wikispaces.com/%2AAdvocacy)

Advocacy tips from ACTFL

Are You Involved With Professional Organizations Beyond World Languages?

Bring the Message to Organizations Beyond the Language Profession

Building Coalitions

Create a Pool of Language Professionals Willing to Testify

Cultivating Connections and Networking with Local, State and National Decision-Makers

Educate the Local Board of Education and Other Local Stakeholders

Educate Other Decision-Makers in Your Community About the Benefits of Language Learning

Engage Local Press to Publicize Your Advocacy Efforts

Get Local School and Community “Buy-In” to Start or Expand a Program

Get on the Agendas of State Decision-Makers

Invite Members of Congress to Your School

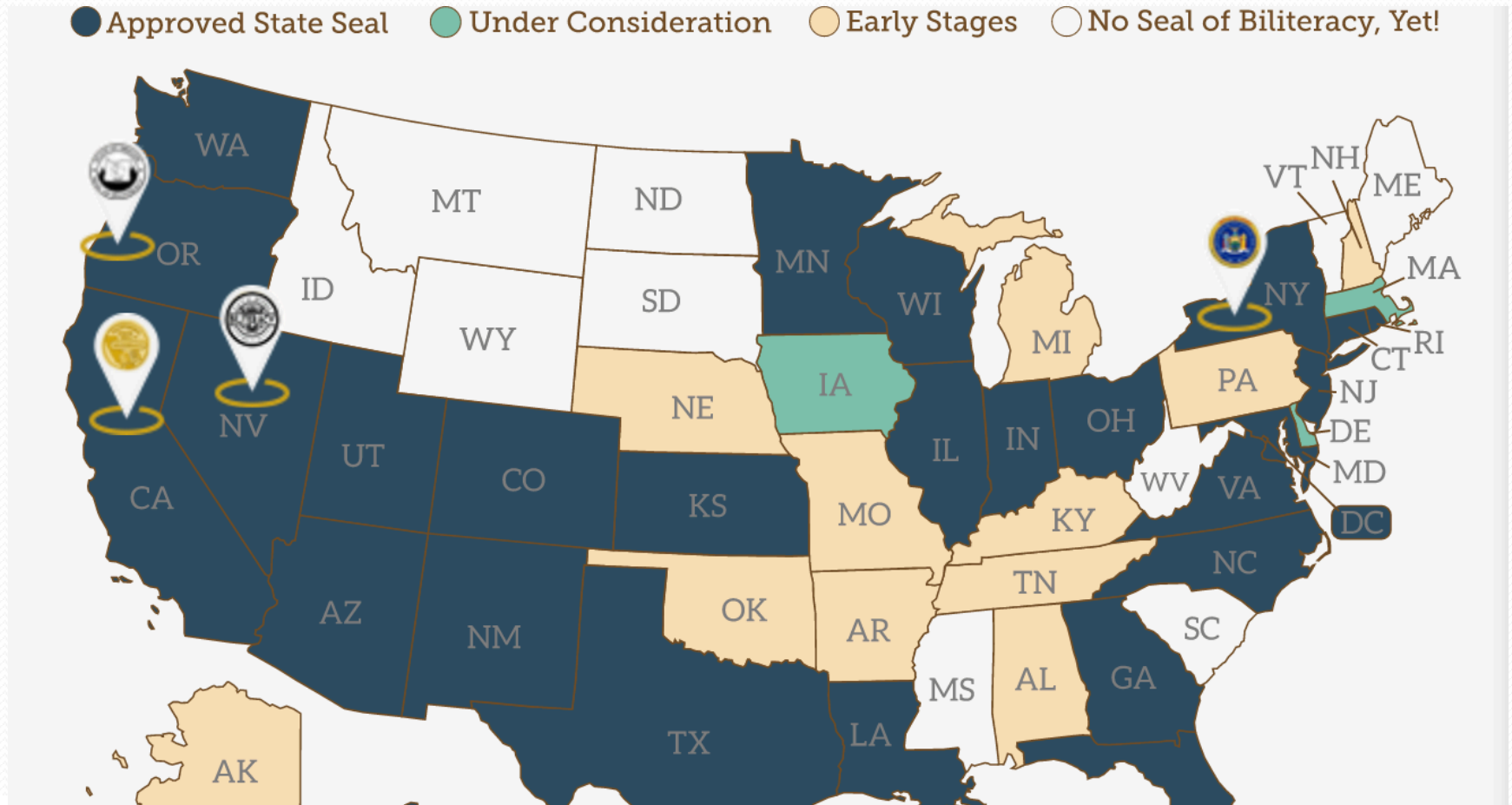
Regional Organizations

- NECTFL-Northeast Conference on the Teaching of Foreign Languages
- SCOLT-Southern Conference on Language Teaching
- SWCOLT-Southwest Conference on the Teaching of Foreign Languages
- CSC-Central States Conference
- PNCFL-Pacific Northwest Council on the Teaching of Foreign Languages

State Organizations

- How many can you list?

Seal of Biliteracy



Seal of Biliteracy

- **The Seal of Biliteracy** is an award given by a school, school district or county office of education in recognition of students who have studied and attained proficiency in two or more languages by high school graduation. (English and one other language)
- **Minimum requirements:** State requirements in English, Intermediate-mid in World Languages. No seat time-performance test such as 3 In AP or 4 in IB
- <http://sealofbiliteracy.org/>

Your professional communities

- What professional communities do you belong to and why?
- In pairs discuss why it is important to be informed by being active in professional communities and organizations.
- In pairs discuss your involvement in these professional communities and how these groups have helped you be a better leader?

As a leader.....

- You are often asked to inform others about your program(s), policies, and needs.
- You are asked to persuade and defend your programs, policies and needs to many groups: parents, school official, school board members, state legislative groups, national groups, etc.
- In pairs discuss when and how you have done this.

The 2-4 minute “elevator speech: Be prepared!

- Nicole Naditz gives her “elevator speech” on a current topic of world language advocacy.
- Nicole, CLTA, is the 2015 ACTFL Teacher of the Year. (TOY)
- Her main role this year is to advocate for world languages in many venues with varied lengths of speeches
- Advocacy worksheet 1-Respond to the questions as you watch the video.

Nicole Naditz

2015 ACTFL TOY-Speech



Your turn

- You are going to prepare a 2-3 minute speech advocating for an issue vital to our profession.
- You will use the Advocacy Worksheet 2. You will see a RAFT document to choose the details of your speech.
- Try to prepare your speech without reading a prepared text, but rather as a resource with notes,
- RAFT-Role of speaker, Audience, Format, Topic
- You will present your speech in a small group today.

Reflection question 1

How did this advocacy speech help you understand one of your roles as a leader?

Reflection question 2

Why is it important to have many ways to advocate?

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“Great leadership usually starts with a willing heart, a positive attitude, and a desire to make a difference.”

-Mac Anderson